

Active Interest Media Names Bill Harper Vice President, Group Publisher of *Yoga Journal* and *Vegetarian Times*

Susan McNamee Promoted to Vice President, Group Publisher of Custom Publishing. Joanna Shirk Promoted to Publisher of *Better Nutrition*

Celine Bleu and Jennifer Bergholt Join Sales and Marketing Staff

February 27, 2007 (San Francisco, CA) -- Active Interest Media (www.aimmedia.com) announced today that Bill Harper has been named Vice President and Group Publisher of *Yoga Journal* (www.yogajournal.com) and *Vegetarian Times*, (www.vegetariantimes.com), two of the company's flagship health titles. Harper will be responsible for advertising sales for the two magazines, as well as their respective web sites and brand extensions.

"We are thrilled to have Bill head up sales for two of our premier titles," says Patricia Fox, General Manager of Active Interest Media's Healthy Living Group, which includes *Yoga Journal*, *Vegetarian Times*, and *Better Nutrition*, and the custom publications *Optimum Wellness*, and *Wild Oats Magazine*. "His proven track record and experience will enable us to grow both magazines to new levels while building even greater synergies between the two titles." Active Interest Media (AIM), the Los Angeles-based publisher of consumer enthusiast magazines, media and trade shows, acquired *Vegetarian Times* in November 2003, and *Yoga Journal* in September 2006.

Harper brings over 30 years of experience to *Yoga Journal*. He began his career at *Esquire* magazine, then joined Wenner Media in 1980. Over the next two decades, he held various titles before leaving in 1999 as Vice President for West Coast Corporate Sales. In that position, he was responsible for advertising revenue on the West Coast for *Rolling Stone*, *Men's Journal* and *US Magazine*. He then joined EMAP USA, where he was responsible for the West Coast launch of *FHM*. As Vice President for Corporate Sales for EMAP USA, he drove revenue for such magazines as *Surfer*, *Powder*, *Snowboarder*, and *Motor Trend*.

The company also announced today that Susan McNamee, former Group Publisher of the Healthy Living Group, has been named Vice President, Group Publisher of Custom Publishing. "Custom publishing is an area of tremendous growth for AIM," says Fox, "and we are thrilled to have someone with Susan's stellar track record and experience to head up our expansion."

Joanna Shirk, former Director of Retail Sales for *Better Nutrition*, has

been promoted to Publisher, where she will oversee both advertising, store sales and marketing for the title. "Joanna has done an outstanding job as Store Sales Director, growing the circulation and revenue in a very competitive environment," says Fox.

In addition, Celine Bleu was named Marketing Director of AIM's Healthy Living Group, responsible for the Group's marketing and brand management. She was formerly the Director of Partner Marketing for *Dwell Magazine*.

Jennifer Bergholt was named Online Sales and Marketing Director, and will be responsible for sales and revenue for the Healthy Living Group's website. She was formerly an Associate Media Director of Optimedia.

About AIM:

Based in El Segundo, California, Active Interest Media, Inc. (www.aimmedia.com) is a dynamic media company that serves a base of loyal constituents through print, event and online products. The company was formed in October 2003 by Efrem "Skip" Zimbalist III and the private equity investment firm Wind Point Partners.

In addition to its Healthy Living Group—which includes *Yoga Journal*, *Vegetarian Times*, *Better Nutrition*, *Optimum Wellness* and *Wild Oats Magazine*—the company also publishes *Southwest Art*, *American Cowboy*, *Log Home Design*, *Log Home Living*, *Timber Home Living*, *Building Systems*, *Black Belt Magazines* and *Yachts International*. AIM produces and markets videos and books and produces 12 shows on log homes and more than two dozen building seminars.

In March of 2006, the company acquired Yachting Promotions, Inc. YPI and its Show Management operations produce five major boat shows in Florida along with numerous other special events. It is best known as the producer of the Fort Lauderdale International Boat Show®, the largest boat show in the world.

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